## With The Money-Makers

What Is Being Done by The Journal Advertisers and Advertisers All Over the Continent, with Some Good Ideas from Ad. Experts.

column of the magazine, offering to

The result has far exceeded her ex-

pectations. She thought that she

would get a few answers to her little

ters received since the magazine has

and every day she receives inquiries

as to her proposition. Up to now she

every state in the union but five.

by this lady?-Selma Times.

Subway Advertisements.

advertisements as barbarous blem-

ishes on the artistic decorations of

the stations, make their moan in the

hope of proving an aesthetic sensi-

tiveness of which they really havn't

a trace. Probably true, too, is it

The Knockers.

embrace that class of "chronic knock-

An exchange says: "A merchant

advertising last year cost him forty

cents on every hundred dollars worth

of merchandise sold. He used a half

page together with a good showing of

local liners and was represented in

every issue of both town papers. This

best merchants in the world believe

A Good Year.

last year's business was a healthy in-

crease over all previous years. This

is, indeed, a good sign. Who can say that it is not due to good advertising?

The Diamond Cure.

Now With W. J. & B. Forbes.

The many friends of Paul Gray will

be glad to learn that he is now with

the firm of W. J. & B. Forbes. Mr.

Gray has always been considered one

of the best dry goods men in the state

of Florida, and is an important ac-

be glad to learn that he is now with

until he went into business for him-

Mr. Gray has regained his health

and is now ready to receive his

A Surprise Party.

so good a firm.

quisition to any firm. He has a host

The latest news from Paris, is, that

All Pensacola merchants agree that

of his opportunities."

was devoted to better use.

passed

Strong Competition.

T. H. Lannon & Co. have made let her land on shares to anyone who heir announcement. They will re- wanted to come south to reside. tail the bankrupt stock of Gray & Co. at sacrifice prices. This has some ignificance for the other dry goods alers. It means that they will have to go after business with renewed for the overwhelming number of let- with 5,945 tons coal, valued at \$13,553. igor in the face of such strong com-

Here's a Good One. This is from an old copy of an has gotten letters from the Atlantic

English provincial journal: "Wanted-for a sober family, a man of light weight, who fears the Lord nd can drive a pair of horses. He must occasionally wait at table, join tion. It shows a willingness on the the household prayer, look after the part of farmers living in other states orses and read a chapter of the Bible. He must, God willing, arise There was a time when an ad. of that at 7 o'clock in the morning and obey his master and mistress in all lawful nmands. If he can dress hair, sing salms and play at cribbage, the more agreeable."-Washington Star.

## Inconsistency.

The man who is sure to tell you that advertising does not pay, that no ne reads advertisements, is the first an to put in a big kick if the newspaper says anything which reflects scredit on him or his store. Why is it that he does not argue that such articles are not read by the publicthat it cannot effect him?

Many Thanks.

The Journal received a full case of that if these people had not been told Malt-Nutrine, a product of the great that these advertisements are un-Anheuser-Busch plant. This was sent sightly things they would have been a compliment of the brewery and long in discovering the fact for thems highly appreciated. The following selves, and would, in the meantime, letter of explanation was also re- have viewed them as interesting, if lived: "Dear Sir-To lubricate the not distinctly admirable, and, on the wheels of time, for another year's whole an improvement on the original urney of health and prosperity, we severity of the station walls. Hume sending you, charges prepaid, a bug, like humbugs,, is abundant in the se containing the Oil of Good Cheer world, and nothing brings more of it and Happiness, which kindly accept into sight than the desire to seem ith the compliments and best wishes familiar with and appreciative of art. of Messrs, Lord & Thomas and yours, -New York Times.

Value of Advertising. A well-known lady of Dallas county,

tho has large landed interests, hit on a new idea to get hands to cultivate her broad acres. She is a subriber to a widely circulated northen magazine. She sat down and put "knocking." Of course, this does not

Xmas Has Come and Gone, but the Pensacola

**Pressing Club** 

is doing business at the same stand. Send us your clothes to be cleaned, pressed, altered or repaired. Work done quickly and at reasonable prices.



OURS FOR THE

CLEAN NEW YEAR. sumption or pneumonia, it will, how-It is our province to make the home great remedy mentioned by W. T. Mc-anitary, wholesome, sweet and clean Gee, of Vanleer, Tenn. "I had a cough It is our province to make the home so far as we care for its plumbing for fourteen years. Nothing helpeu rders during 1905, knowing full well me, until I took Dr. King's New Disat we can accord you full measure Colds, which gave instant relief, and 22. satisfaction—even as to price. Glad estimate on any job, no matter how led quick cure for Throat and Lung ber 4.

hone 325.

WARFIELD GROCERY CO.

Fancy and Staple Groceries, Feedstuff, Etc.

Cor. Alcaniz and Intendencia Sts.

Carlson & Lind's Old Stand,

PHONE No. 688.

...PROMPT DELIVERY...

SHIPPING NEWS

Arrived.

E. O. Saltmarsh, Br ss, Rogers, 2319, Tampico to Gulf Transit Co. Regina, Ital bk, Pasterrino, 600, Genoa to Rosasco Bros.

Cleared.

Vivina, Span ss, Bustinza, 1983, by Gulf Transit Co. for Liverpool, with 6,000 square bales cotton, 5,820 sks cottonseed meal, 149,175 pcs wood handles, 119,208 s ft lumber, 10,000 s ft gum lumber, 20,000 pcs poplar lumber, valued at \$228,910. Cynthia, Br ss, Magrath, 1938, by

Wm. S. Keyser & Co. for Montrose and Abderdeen, with 1,587,000 s ft sawn timber, 225,000 s ft lumber, valued at \$26,758; for Brake, with 360,000 s ft sawn timber, valued at \$5,040. E. O. Saltmarsh, Br ss, Rogers advertisement, but was not prepared 2319, by Gulf Transit Co. fer Tampico, Elfi, Nor bk, Gundarson, 1156, by reached its hundreds of readers. One Rix M. Robinson for Montevideo, with mail brought her twenty-seven letters 883,000 s ft lumber, valued at \$12,365.

VESSELS IN PORT.

Steamships. to the Pacific, and from Florida to Atlanten, Swed ss, Sevenssen, 1323, Maine. She has received letters from Huelva to order. Cynthia, Br ss, Magrath, 1837, Vera Cruz to Wm. S. Keyser & Co. Holsingberg, Swed ss, Sheil, 1619, Huelva to order.

Middleham Castle, Br es, Walters, 1923, Galveston to Gulf Transit Co. kind would not have attracted a great Norwood, Br ss. 1465, Cark, Vera deal of attention, but that day has Cruz to Rix M. Robinson. Otta, Nor 'ss, Lenchansen, 2088, Would it not be a good idea for

other planters in this section who Parthenia, Br ss. Stit., 3210, Glasneed help to try the idea suggested gow to Gulf '-ransit Co. Petunia, Br ss, 1093, Frankland, Wilmington to Baars & Co. Transit, Nor ss, Hansen, Belize to Gulf Transit Company. It is very probably true that more Newport News to H. H. Boyer. than a few of the people who are now

exclaiming angrily over the Subway Liverpool to Gulf Transit Co. Vivina, Span ss, Bustinza, 1983,

Ships. Avon, Ital ship, Avegno, 1601, Cardiff to Rosasco Bros. Harvest Queen, Br ship, Forsyth, 1894, Kingston to order. Maria, Ital ship, Ausaldo, 1546

Sylfid, Russ ship, 1467, Nylund, Liverpool to order. Trojan, Ital ship, Olcese, 1582, Barry Dock to order. Trieste, Ital ship, Chlozza, 1711, Bristol to Resasco Bros.

G'asgow to Rosasco Bros.

pool to Rosasco Bros. Barks.

Vanloo, Ital ship, Costa, 1664, Liver-

Cordellera, Nor bk, Carlsson, 635, Swansea to order. Deveron, Nor bk. Jorgensen, 1149. Dublin to order. Someone said: "One booster is Elfi, Nor bk, Gundersen, 1159, Delaworth more than a million knockers," goa bay to order. "one knocker is worse than a mil-

Edwardina, Swed bk, Larrsen, 1159, London Oct. 23. lion boosters." This is gospel, in Delagoa Bay to A. Zelius. deed, then, why wouldn't it be a good idea for all "professional" knockers Havana to order. Francisca R, Ital bk, Baglaite, 863, Gesne, Ger. bk, 1375, Falki, Hamburg to order.

Ginana, Nor bk, Hausken, 1207, ers" which feed and grow fat from Liverpool to Pitch Pine Lumber Co. the pleasure he derives in defiling Gregori Padre, Ital bk, Roteri, 1281, 21. someone else less deserving of it Barbadoes to Rosasco Bros. than, possibly, himself. This class may some day learn that they are Hannah Blanchard, Rus bk, Holmholding up the torch so high that they ber Co. berg, 858, London to Pensacola Lum

cannot see the mud on their own shoes. The other kind of knocker Infantigable, Nor bk, Johannsen. 798. Para to order. who knocks from habit would thrive Magna, Nor bk, Stoesen, 1091, Mon- are daily springing up in various better if the same amount of time tvdoo, to order. Magnet, Nor bk, Hansen, 623, Lon-

don to order. Maria, Ital bk, Virgilio, 938, Genoa and coal. in a neighboring town states that his to Rosasco Bros. Magellan, Nor bk, Moller, 1148, Rot- & Co. stand on Tarragona street, and terdam to Hyer Bros.

Massa Gnecco, Ital bk, Musante, did business. Ocean, Rus bk, Erikssen, 1239, Liv-1082, Antwerp to Rosasco Bros.

year he has contracted for a full page - Paolinar, Ital bk, 1826, Gloucester Thompson, Olsen & Co., where he reand declares that he shall continue to to master. advertise as long as people continue Rackel, Nor bk, Borrensen, 500, for himself and secured Mr. D. B. to read newspapers. The biggest and Stavanger, to order. Thos. Perry. Nor bk, Mattssen, 1171, well known in Pensacola and is very in newspaper advertising. The man Scillin, Ital bk, Gallo, 1175, Genoa popular. He is a good business man who ignores it may succeed for a time, but he will have to give way to Mithel to order. the competitor who makes better use

Uniao, Port Bk, Cachen, 890, Para well-known business man, as he, up to H. Baars & Co. Wolfe, Rus bk, Warlsson, 941, Bar of the very best and most extensive badoes to master.

Schooners.

Donna Christina, Am sch, Axelsen, 165. Belize to master. Finn, Nor sch, Lanricksen, 268, Oyster Cocktail Cadiz to H. Baars & Co. Joseph G. Ray, Nor sch, Olsen, 1052, Havana to order. they have discovered a diamond cure Mabel Darling, Am sch, Saunders, for consumption. If you fear con- 111, Key West to master.

ever, be best for you to take that New York to U. S. engineering depart UP, CLEARED AND SAILED. Steamships.

Robert A. Snyder, Am sch, Tinker,

Atlantenn, Br, sailed Huelva, Nov Dagbjorg, Nor, sailed Blythe Decem-Dundstom, (Br), sailed Para, Nov.

Troubles. At all drug stores; price WICKE & CO, 50c and \$1.00, guaranteed. Trial bot- 15. Greta Holme, Br, sailed Tyne No vember 20. Tignac, Br, saited Wilmington, December 2.

St. Ninion, Br sld Barry Nov. 5. Uskmoor, Br, sailed Liverpool Nov. Escambia County Circuit Court, State

Ships. Agda, Nor, 1038, sailed Arendal Oct of good friends who are always gla-1 Estrella, Ital, 1392, sailed Eastham quired to appear to this suit which is to hear of his welfare, and who will Oct. 19.

La Argentina, Nor, 1879, sailed the 6th day of March, A. D. 1905. C. Genoa Nov. 18. Mr. Gray came to Pensacola many Mataura, Nor, 1183, sailed Sharpyears ago from Columbus, Ga., where ness Nov. 4. he learned the dry goods business. Patriach, Nor 1221, sailed Stettin Some years ago he was head man with Sept. 2. the old firm of Johnson & Forbes, later Regina, Ital, 604, sailed Genoa of the Citizens National Bank of Penhe was head man at the "Big Store," November 7.

Vanloo, Ital, 1497, sailed Liverpool said bank at the ensuing year will Oct. 24. Barks. Amicizia, Ital 651, sailed Genoa Nov. January 10, 1905.

Altavella, Nor, 1157, sailed Addrostan, December 9. A pleasant surprise party may be Aurora, Nor, 1046, sailed Buenos given to your stomach and liver, by Ayres Nov. 5. taking a medicine which will relieve Caesare, Ital 981, sailed Genoa Nov. cola Ice Delivery Company will be

their pain and discomfort, viz: Dr. 13. most wonderful remedy, affording sure ham Nov. 10. relief and cure for headache, dizzi-ness and constipation. 25c at all drug Oct. 8. Fede, Ital, 1192, sailed Glasgów business, election of officers, etc. W. R. MOORE, JR.,

Hannah Blanchard. Rus. 858 sailed dec30end2w

F. E. BRAWNER'S DEPARTMENT STORE

....SAVES YOU MONEY!....

We Have What we Advertise and Sell as Advertised. All Guaranteed Unmatchable Values.

Ladies' Jackets.

Ladies' nicely trimmed Melton Jackets, all colors, worth \$4.00, at ... \$2.98 Ladies' Kersey Jackets, Velvet trimmed, worth \$5, at .....\$3.98 Tourists' Coats, latest styles, Kerseys and Mixtures, \$4.98 up. Children's Short and

Long Coats, from 75c.

Ladies' Shirt Waists.

Ladies' Flannelett Shirt Weists, sold elsewhere for 50c, my price..... ,39 Ladies' All-Wool Tricot Waists, regular \$1.25 300 nicely trimmed and

embroidered Flannel Waists, special ......\$1.48 400 Ladies' White Mohair, extra value, at ... \$3.00 New lines of Ladies' Walking Skirts, 98c. up.

Domestics, Homespuns, Etc.

Fitchville Bleached Domestic 36 Inch Wide, per yard,..... 71/2 Lonsdale Bleached Domestic, 36 Inches Wide, per yard..... 81/2

A WHOLESALE AFFILIATION

Makes These Prices Possible.

Khorasan, Cer, 997, sailed Brake

La Argentina, Nor, 1879, sailed Del-

Ocean, Rus, 1279, sailed Liverpool

Scillin, Ital, 1220, sailed Genoa Oct.

Gyfed, Rus, 1498, sailed Liverpool

The New Firm.

indexed by the many new firms which

parts of the city. One of the health-

iest new-borns in the city is the firm

of Acosta & White, dealers in wood

This firm is located in the old Cary

although stil young is doing a splen-

E. B. Acosta, was at one time em-

ployed with R. M. Cary in the coal and

mained until he decided to branch out

White as a partner. Mr. Acosta is

new venture. Mr. White is also a

until a few months ago, operated one

MANHATTAN HOTEL.

New 'Year's Dinner.

Cream of Tomatoes

Tenderloin of Trout

Shoestring Potatoes.

Roast Turkey, Oyster Stuffing

Cranberry Jelly.

Barbecued Shoat, Sweet Potatoes

Entree Salmon Croquetts

Mashed Potatoes, Fried Eggplant,

French Peas, Steamed Rice

Sweet Corn, Stewed Tomatoes, Boiled

Young Onions.

Salad a la Frederic

Dessert. Mince Pie, Pineapple Pie

Manhattan Hotel Pudding, Wine Sauce Vanilla Ice Cream. Assorted Cakes

Legal Advertisements.

of Florida-Morris Bear vs. Geo. S.

The defendant, Geo. S. Wells, and

all other persons interested, are re-

begun by attachment on or before

NOTICE.

sacola for election of directors for

be held at said bank between the hours

of 9 a. m. and 4 p. m. on Tuesday,

STOCKHOLDERS MEETING.

The annual meeting of the Persa-

The annual meeting of shareholders

dec4oaw12w

H. Laney, Attorney for Plaintiff.

Wells-Attachment.

Coffee.

Vegetables

Olives

dairies in Pensacola.

Pensacola's rapid progress is well

egoa Bay October 18.

November 23.

Domestics. Homespuns, Etc.

(Continued.) Pepperal Bleached Sheeting, 2 1-2 Yards Wide, per yard,..... 221/2 Pepperal Unbleached Sheeting 2 1-2 Yards Wide, per yard, ..... .20 Double Width American Percale, Neat Designs, per yard, ..... 71/2 Simpson Gray and Black Calicoes, per yard.... .05 Pabbon and Domino Check Gingbam, Warranted Fast Colors, per yard, ...... .... .05 38-Inch All Wool Homspun and Ziberlins, per

yard, ....... ..... .38 59-Inch All Wool Flannels, All Colors, per yard, ...... .50 52-Inch All Wool Ladies Cloth, per yard, ..... .85

Blankets and Comforts.

\$1.25 and \$1.50 Blankets and Comforts at ..... .98 200 Blankets and Comforts at .....\$1.48 One lot Blankets, worth up to \$6.50, your choice at .....\$4.98 One lot Comforts, worth up to \$3.50, your choice at .....\$2.98

Men's Furnishings.

Men's Blue Flannel Shirts, \$1.50 value, for \$1.25

Men's Blue Flannel Shirts, \$1.50 value, for.\$1.25

Men's Heavy Jersey Shirts, 75c value, for .. .49 Men's Fleece-Lined Underwear, the 50c kind,

for ..... .38 Men's All-Wool Underwear, several coloss. \$1.25 values, for ..... .88

Fine Jersey Ribbed Un-

derwear, regular 75c value, at ..... .50 Fine line of Men's Dress Gloves in plain and undressed Kids and Calf, unlined and silk lined;

every pair will be sold at the manufacturer's price, ranging from 50c to .....\$1.50

200 Men's Sample Caps, all styles and colors, at manufacturer's price. ...38

Full line "Towers" Fish Brand" Slickers, in black and yellow, at the lowest prices in Men's **Furnishings** 

(Continued.)

300 Men's Sample Caps, great variety of styles and colors, regular 25c 

Full line "Towers' Fish Brand" Overalls and Coats at \$1.25 and \$1.50

The largest and most complete line of Boys' Knee Pants in the city, 4 to 17 years, at 25, 38,

50 and ..... .75 "Buster Brown" Suits in a number of pat-Big line Men's Suspand-

· ers, regular 25c seller, for ..... .12 Big line Men's Fancy Half Hose, regular 250

Sweaters.

Children's All-Wool Sweaters at ....... .50 Men's All-Wool Sweaters, \$1.25 value, at.... .88 at ..... .48 Men's All-Wool Sweat-

ers, regular \$2 value, at ...... \$1.50 Men's Heavy Fancy Style Sweaters at .... .50

ACENTS FOR

E. BRAWNER, 103-105 South Palafox St. 

On Sale From Today.

For The Holidays.

wood business. Later he was with The Reliable Wholesale and Retail Liquor House and is sure to make a success of the

> Until January 1, 1905, I am offering great inducements on all kinds of Liquors and Wines and all bottle case goods. I guarantee satisfaction or refund your money. Mail orders will

have prompt attention.

PHONE 179. No. 331 SOUTH PALAFOX ST. PENSACOLA, FLA.

OURISTS

TOURISTS WILL FIND HERE MANY PRETTY AND SUITABLE

LORIDA SOUVENIRS

> TO SEND TO FRIENDS IN THE NORTH.

GEM Book Store, C. R. Johnson, Prop.

Pensacola Oyster Depot.

F. SIGARI, PROPRIETOR. Oysters-Wholesale and retail. The held at the office of the company on finest Escambia Oysters and Perdido King's New Life Pills. They are a Dronning Sophie, Nor, sailed East Thursday, January 12th, 1905, at 11 Bay Plants, at Pensacola Oyster Deo'clock, a. m., for the transaction of pot, East Romana street, opposite Telephone Exchange. Phone 153. Orders delivered free in any part of Secretary. city.

OFFICE AND WORKS-COR. HAYNE AND WRIGHT STS. Phone 88.

Jellico. Cahaba.

WE BURN THE SLACK AND SEND OUT GOOD, CLEAN LUMP.

SEND US YOUR ORDERS.

YOU WANT GROCERIES. X X X X X X WE WANT TRADE.

There is a chance for a deal. You want good groceries. We sell that kind. You want close prices. We give them. You want quick delivery. We always deliver our goods promptly. The deal is ready

Begin the New Year Right and buy your Groceries and Feedstuff from

VAN PELT, Cor. Intendencia and Tarragona streets.

RKEYS 8 to 20 CENTS PER POUND

EGGS to 32 CENTS PER DOZEN.

BUTTER NICE, HIGH-GRADE CREAMERY BUTTER, ONLY 30c POUND.

Geo. W. Pryor & Sons 131-133 East Government Street.

Phone 223.

FRESHLY GROUND CHOPS FROM WHICH THE MEAL HAS NOT BEEN BOLTTD. UNEXCELLED "SUCRENE" STOCK AND DAIRY FEEDS. BEST OF OATS, CORN AND HAY. WHEAT TO MAKE HENS LAY.

TEXAS RED RUST-PROOF SEED OATS. FRESH LUMP LIME. LOWEST PRICES CONSISTENT WITH QUALITY.

F. S. MELLEN & CO. THE GRAINMAN, PHONE 334.

Cor. Garden and Alcaniz.

E. B. ACOSTA.

D. B. WHITE.

ACOSTA & WHITE. Coal and Wood

COAL, AND A GOOD FIRM.

PERFECT DELIVERY, COMPETING PRICES, GOOD WOOD AND

M. Pri

RING PHONE 363.